

Where to Locate? – Analysis



You and your group members are the Board of Directors of a company in a specific secondary or tertiary industry.

1. Come up with a company name.
2. Choose an appropriate site for your new company. You will do this by ranking each of the four cities available according to its suitability with regards to the location factors on the **Research Recording Chart** provided.
3. In order to complete the Research Recording Chart, you will need to read the **City Fact Sheet** provided and highlight the information that will help you determine the importance of that town as a market for the products or services of your company.
4. When ranking the cities on the Research Recording Chart, you must include both a **numerical rank** and a **point form reason** for your ranking. Your reason should either be a fact from the City Fact Sheet or an observation from the map provided.
5. After completing the Research Recording Chart, the Board of Directors must discuss and agree on the final ranking of each of the cities. After totaling the rankings and deciding which city is best, the Board of Directors must prepare a **detailed explanation** of the reasons behind their choice for the company's location. This one-paragraph explanation will be completed on chart paper and must include:
 - company name
 - type of company
 - explanation why the city ranked first from:
 - facts from the paragraph
 - observations from the map
 - your own thoughts and perceptions
6. You will share your explanation with the class in a brief oral presentation. Be prepared to defend your choice!

Research Recording Chart



Company Name: _____

Factors	Summerset	Falltree	Winterville	Springflower
Market				
Labour				
Government Incentives				
Raw Materials				
Transportation				
Energy				
<i>TOTAL POINTS</i>				

Rating Scale: 5 points – excellent
4 points – good
3 points – average
2 points – below average
1 point – poor

City Fact Sheet



1. City of Summerset

Originally a farming community, Summerset- is currently the fastest growing city in the province. Extensive industrial development over the last ten years has helped the city achieve a low unemployment rate. The opportunities for employment and, until recently, very affordable housing prices have attracted many young families to the city.

However, too rapid residential and industrial development in the city has caused many problems related to urban sprawl, such as the elimination of valuable farmland. As well, the rapid growth rate of the incoming population has put a severe strain on essential services in the city, such as energy, transportation and education. Residents presently pay higher taxes than other cities and Summerset is considered one of the most expensive cities to live in.

Consequently, city council has decided to re-evaluate its current land use plan, and is expected to take a more cautious approach to approving future large residential and industrial projects until the necessary supporting services are in place.

2. City of Falltree

The population of the City of Falltree has been slowly declining over the last ten years. The city was originally a rapidly growing mining town. While the local mining company is still one of the city's largest employers, recent layoffs have given the city the highest unemployment rate in the province.

City council is actively trying to revive the fortunes of the city by encouraging new industries to locate there. The city is hoping to lure new industrial development with the availability of large tracts of city-owned land, the possibility of tax breaks and grants to new businesses. As well, new affordable residential projects are being built and essential services such as energy and transportation are slowly being upgraded.

Recently, some large multinational corporations have expressed an interest in this changing city and planners are expecting the population to increase considerably.

3. City of Winterville

Winterville is a small, but steadily growing city, that was originally a popular cottage region. Over the last fifteen years, new residents have tended to be wealthy, often childless couples, who have upgraded old cottages into year round residences or built large new homes on the shores of beautiful Lake Frost. The city, surrounded by breathtaking scenery such as excellent farmland and large tracts of forest, has become a "trendy" place to live.

However, essential services such as energy and transportation are still more suited to a cottage-type region, but are slowly being upgraded. As well, to maintain the exclusive nature of the community, city council has been cautious about allowing widespread manufacturing industry. Most industrial development encouraged so far has tended to be of the service-type. The city contains many expensive specialty shops which cater to the well-to-do citizens, many of whom don't seem to mind travelling long distances to work in other cities.

4. City of Springflower

One of the oldest cities in the province, Springflower is also the closest city to the international border. The city is a popular retirement spot because it has been able to maintain its 200 year old past through an active program of restoring and preserving historic buildings. While there is a large proportion of senior citizens, Springflower has a small university attended by students from around the province.

Over the last twenty years, the City of Springflower has made a strong effort to take advantage of its location by developing tourism. Consequently, tertiary industry has been encouraged and there is now a distinct tourist district, located downtown along Pleasant River. So as not to jeopardize Springflower's 'small town' charm, the only manufacturing industries city council approves are small-scale developments, which are restricted to locating on the outskirts of the city.

While the city's close proximity to the international border and foreign markets has been mostly beneficial, there have also been some negative consequences. Foreign companies have invested heavily in Springflower's tourist district providing stiff competition for local businesses. As well, recent surveys have indicated that more than half of all Springflower residents regularly visit the closest city across the border, while only thirty percent of the residents from the same foreign city regularly visit Springflower.

Regional Overview Map

